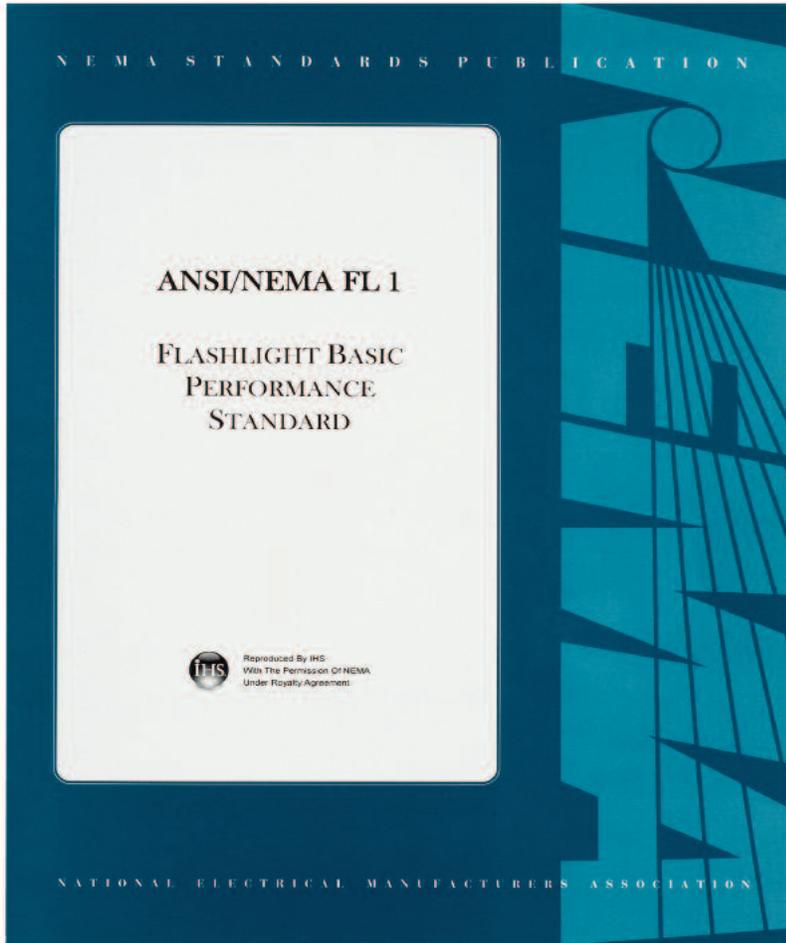


ANSI FACTS

STANDARD: ANSI FL-1 (PLATO)



ADVANTAGE:

The American National Standards Institute (ANSI) formulates criteria for all types of technology. In 2007 a working group of 14 major flashlight manufacturers began a two year project to develop national standards for portable lighting products. The result was the FL-1 Standard. The standard sets criteria for measuring six flashlight metrics. Test procedures are published by the National Electrical Manufacturers Association (NEMA). The standard is verified by the Portable Lights American Trade Organization (PLATO), a worldwide trade association of flashlight manufacturers.

SPECIFICATION:

- American National Standards Institute (ANSI)
- National Electrical Manufacturers Association (NEMA)
- Portable Lights American Trade Organization (PLATO)
- Beam Distance metric
- Peak Beam Intensity metric
- Run Time metric
- Light Output metric
- Impact Resistance metric
- Water Resistance metric

PERFORMANCE:

One of the world's largest battery manufacturers, Varta, described ANSI FL-1 as "The new worldwide standard for flashlights." The FL-1 Standard provides a uniform means of testing flashlight metrics and reporting the results. PLATO monitors reporting and verifies conformance to the standard.

SALES STRATEGY:

Explain the history of the FL-1 Standard. Provide the six measurement metrics. Discuss the role of PLATO in verifying FL-1 reporting.